

IN THE CLAIMS

1. (Amended) A television system, said system comprising:

at least one a display screen;

~~said television system receiving a broadcast data receiver receiving~~ video, audio and/or auxiliary data from a broadcaster at a remote location ~~and said data being used to generate an electronic program guide for display on the display screen,~~

an electronic program guide being generated by said data from the broadcaster for display on the at least one display screen and the electronic program guide including a series of selectable screen displays selected to be displayed on the display screen and wherein format of at least one screen displays of said electronic program guide screen displays can be generated in one of a number of selectable formats, at least one selectable format having a plurality of operational keys having different shapes and/or colors; and

control means for allowing interaction with said television system, the control means having a plurality of operational keys being provided in specific shapes and/or colors corresponding to said plurality of operational keys having different shapes and/or colors for said at least one selectable format of said electronic program guide, each shape and/or color allocated to a pre-defined operation of the at least one selectable format of at least one screen display of the program guide, such that one or more of the pre-defined operations are initiated via the electronic program guide by a user selecting the appropriate one or more specified shape and/or color keys on the control means. said display formats selectable by the user using control means which allow interaction with said television system.

2. (Previously Presented) A television system according to claim 1 wherein the pre-determined formats are selectable from the electronic program guide display screen.
3. (Previously Presented) A television system according to claim 1 wherein said control means is a remote control handset.
4. (Previously Presented) A television system according to claim 1 wherein the number of selectable formats are stored in memory of said broadcast data receiver.
5. (Previously Presented) A television system according to claim 1 wherein the number of selectable formats are sent from the broadcaster to said broadcast data receiver at pre-determined time intervals.
6. (Previously Presented) A television system according to claim 1 wherein when one of the number of selectable formats is selected by the user, the format is maintained for said electronic program guide display until the user selects a different selectable format.
7. (Previously Presented) A television system according to claim 1 wherein when one of the number of selectable formats is selected by the user, said electronic program guide reverts to a default format when said television system is switched off and then on.
8. (Previously Presented) A television system according to claim 1 wherein a user selected

format is stored in said television system as a default format, said electronic program guide reverting to the saved default format when said television system is switched off and then on.

9. (Previously Presented) A television system according to claim 1 wherein a preview setting is provided on said electronic program guide to enable a user to view a format prior to selection of the format.

10. (Previously Presented) Television system according to claim 1 wherein the number of selectable electronic program guide formats is selected from the group consisting of at least one of displaying said electronic program guide in different sizes and arrangements, different languages, different font sizes, different colored text, different colored backgrounds and different colored and shaped operation keys.

11. (Canceled)

12. (Previously Presented) A television system according to claim 1 wherein operational keys on the television system are provided in specific shapes and colors corresponding to specific shaped and colored keys or buttons in one or more of the selectable electronic program guide formats, each allocated to a pre-defined operation on the displayed format, such that one or more of the pre-defined operations are initiated via the electronic program guide by selecting the appropriate one or more specified shaped and colored keys on the television system.

13. (New) A television system according to claim 1 wherein a specific shape of said plurality of operational keys is selected from the group consisting of square shaped, triangular shaped, circular shaped, diamond shaped and other geometrical shapes.